

Draft Until Approved
Edna Valley/Arroyo Grande Valley Local Fund Advisory Board
Board Meeting Minutes

May 12, 2014 – Biddle Ranch Vineyard

Board Members Present:

Pat Goetz, The Casitas Estate
Lori Maraviglia, Biddle Ranch Vineyard
Pattea Torrence, Suite Edna Guest House
Sally Kruger, former constituent

Others Present:

Ed Kurtz, Casita at Bobcat Vineyard
Stephanie Rowe, Admin
Tony Goetz, The Casitas Estate
Di Strachan, Stewardship Travel Program

Absent:

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by Pat Goetz at 1:50 pm.
2. **Public Comment:** None
3. **Consent Items:** The February 19, 2014 minutes were approved for review and approval. A motion was made by Lori Maraviglia, and seconded by Pattea Torrence. With no further discussion, the 2/19 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Update and Financials:** Cheryl gave an update for the month of April:
 - a. 577 average visits per day to WineCoastCountry.com and Facebook has 31,877 fans which is up by 3,607.
 - b. Edna Valley had 161 and Arroyo Grande Valley had 66 page views to their destination pages.
 - c. The CBID TOT was up 12.05% and EV/AGV TOT was up 6.9% for October-December.
 - d. Cheryl gave an overview of the County Marketing District plan. Stephanie will send the draft plan to board members asking for feedback by May 30th. In order for the plan to pass, it will need 51% of lodging partners to agree.
 - e. For Sunset Savor, September 25-28, 2014, the plan is to have the center space in the Pavilion set up as a lounge area with comfortable chairs, food and refreshments. A multi-media display featuring the communities along the Highway 1 Discovery Route will focus on creating awareness of the region and encourage guests to return to WineCoastCountry. Lodging partners will receive benefits such as ticket discounts and a link to the Savor website if they choose to create packages. Email Cheryl and she will connect lodging partners to the right people.
 - f. Coastal Discovery and Stewardship Month in February had positive feedback overall and will continue next year based on its success and the measurable results from this year.
 - g. Cheryl confirmed that as of March assessments collected were 1.14% of the total and that net income is \$2,922.93 without the carry forward.
5. **Budget Update:** Stephanie confirmed that as of March the current budget is \$11,611.34 including the 2012/2013 carryforward and the available balance after approved applications and anticipated expenses taken out totals \$10,911.34.
6. **Presentation(s):** None

7. Member Updates/Committee Reports:

- a. **Stewardship Traveler Program – Pattea:** Di Strachan noted that there is lots of interest in the Stewardship Travel Program. She would like to schedule a STP workshop to train the board on how to talk to the media about the program and leverage it to increase lodging.
- b. **Website Landing Page Update – Pat:** Showed the board the new landing page which includes both Edna Valley and Arroyo Grande Valley on the same page. Cheryl noted that the CBID photo shoot may provide some new images for the landing page.
- c. **SLO Wine Country Association Membership Update – Pat:** All of the lodging properties are not listed on the SLO Wine Country Association website per the membership agreement. Stephanie will send lodging link and an image for each property so Heather can list on the website. Pat will ask Heather Muran if the membership can start in May instead of January.

8. Discussion/Action Items:

- a. **Advisory Board Seat Application Acceptance:** The board reviewed the board application from Ed Kurtz, owner of the Casita at Bobcat Vineyard.

A motion was made by Pat Goetz, and seconded by Lori Maraviglia, to accept Ed Kurtz' application to join the Edna Valley/Arroyo Grande Valley local fund advisory board. With no further discussion, Ed Kurtz' application was accepted by unanimous voice vote of the local Advisory Board.

The next step is to have the application approved by the SLO County Board of Supervisors.

- b. **SLO Wine Country Association concerns with board name/Collaborative partnership opportunities with SLO Wine Country Association discussion:** The board discussed the concerns from the SLO Wine Country Association regarding the similarity of the board's adopted name of SLO Wine Country Tourism Alliance. No one was present from SLO Wine Country Association to voice their concerns so Pat Goetz will contact Heather Muran for clarification.
- c. **Co-op Marketing Opportunities/US Airways Feature:** Cheryl gave an overview of the US Airways feature that would be in the September 2014 issue and focus on events. A one page feature would cost \$3,700. After discussion, the board decided not to move forward in participating in the co-op opportunity.
- d. **Admin Services Contract Renewal:** Stephanie reviewed the scope of work to continue admin services for the next year. There were no changes to the terms.

A motion was made by Pat Goetz, and seconded by Pattea Torrence, to approve the administrative services contract renewal at the rate of \$25.00 per hour for a maximum of 10 hours per quarter for a total annual commitment of \$1,000. The contract will be in effect for 12 months starting April 1, 2014 through March 31, 2015. The contract can be cancelled by either party with a 30-day written notice. With no further discussion, the contract renewal was approved by unanimous voice vote of the local Advisory Board.

- e. **Local Fund Input Form:** Cheryl reviewed the request for feedback from the CBID board from each board member. Time was set aside at the end of the meeting for the board to complete the forms.

9. Future Agenda Items / New Business:

- a. Collaborative partnership opportunities with SLO Wine Country Association

10. Closing Comments: Cheryl will send me the Los Osos Discovery Route loop.

11. Next Edna Valley / Arroyo Grande Valley Local Fund Advisory Board Meeting:

A special board meeting was set for May 27th to brainstorm ideas for marketing and promoting the region.

Date: May 27, 2014

Time: 2:30–4:00 pm

Location: Biddle Ranch Vineyard Tasting Room
6985 Ontario Road, San Luis Obispo, CA 93405
(805) 801-1167

12. Adjournment: The meeting was adjourned at 3:35 pm.